

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Steven Riedl, et al.

Serial No. : 10/662,776

Filed : September 15, 2003

For SYSTEM AND METHOD FOR ADVERTISEMENT  
DELIVERY WITHIN A VIDEO TIME SHIFTING  
ARCHITECTURE

Group Art Unit : 4127

Examiner : Adam B. Chornesky

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDEMNT AND RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action dated August 5, 2008, please reconsider the above-identified application in light of the following:

**Amendments to the Specification** begin on page 2 of this paper;

**Amendments to the Claims** begin on page 6 of this paper; and

**Remarks** begin on page 25 of this paper.